

THE INDIANAPOLIS DAILY JOURNAL

IMPORTANT



REDUCTION



IN ITS PRICE

BEGINNING OCTOBER 1, 1891,

The INDIANAPOLIS DAILY JOURNAL will be furnished at these prices:

SINGLE COPY,	:	:	:	:	:	:	3 cents
PER WEEK, by Carrier,	:	:	:	:	:	:	15 cents
SUNDAY, single copy,	:	:	:	:	:	:	5 cents
DAILY and SUNDAY, per week,	:	:	:	:	:	:	20 cents
DAILY one year, by mail,	:	:	:	:	:	:	\$8.00
DAILY three months, by mail,	:	:	:	:	:	:	\$2.00
DAILY, including SUNDAY, by mail, one year,	:	:	:	:	:	:	\$10.00

The cost of producing the Daily Journal is FAR IN EXCESS of that of any other paper printed in Indiana, and, quality and quantity considered, these reduced prices make it the CHEAPEST. The JOURNAL is a

Consistent Republican Newspaper,

And stands for all that is best in morals, government and politics. It is always ENTERPRISING and RELIABLE, but never panders to the tastes of the scandal-lovers. It does not seek the patronage of the vicious, but aims to make itself a necessity in the homes of the law-abiding and order-loving. Notwithstanding the large decrease in its revenues, caused by the reduction in price, there will be NO LOWERING of the

HIGH STANDARD OF EXCELLENCE

That has been the marked characteristic of the three-score years of its existence. On the contrary, its owners hope that, through the largely increased circulation and business that will come to it because of the lower rates of subscription, they will be enabled to furnish a

Still Better and More Complete Newspaper

TO NEWS-DEALERS—The proprietors of the Journal believe they can offer BETTER INDUCEMENTS than any other paper sold in this territory, and correspondence is invited.

Terms and Sample Copies sent on application.

Address all business communications to

JOURNAL NEWSPAPER CO

INDIANAPOLIS, IND.